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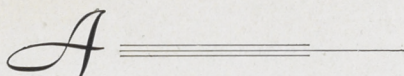


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NEW INDUSTRY
for
Southern Alberta



*Lethbridge Co-operative
Packers Ltd.*



NEW INDUSTRY FOR SOUTHERN ALBERTA

This message is vital to you.

A Co-operative Packing Plant is going to be built at Lethbridge. If the project is successful it will be because of *your* active support.

NEED FOR PACKING PLANT.

Why is a Packing Plant needed here and what would be its value?

1. In a recent Farm Forum round-up in which the opinion of groups all over Canada was summarized the opinion was almost universally held that Farmers should establish producer-owned Meat Packing Plants.

2. The tendency in the United States and other progressive countries is to de-centralize the food packing industry. This has many advantages in the case of Livestock:

- (a) Reduces loss of animal tissue due to shipment of live animals for long distances.
- (b) Reduces cost of transportation.
- (c) Provides local employment and thus tends to build up the community as a whole.
- (d) Establishes a local market for products.
- (e) Enables producers to observe their animals being prepared for market and graded.

3. The establishment of a Packing Plant here would enable town and city people to obtain meat which has passed Federal health inspection and which has been graded for quality by Government graders.

4. It would lend active support to the solution of the problems of post-war rehabilitation.

5. The producer will be better informed as to the actual value of his livestock and the by-products therefrom because in a co-operative plant he will be returned the full value of his product less the actual handling costs.

6. Under such a set-up the producer retains an interest in his livestock until they reach consumptive channels.

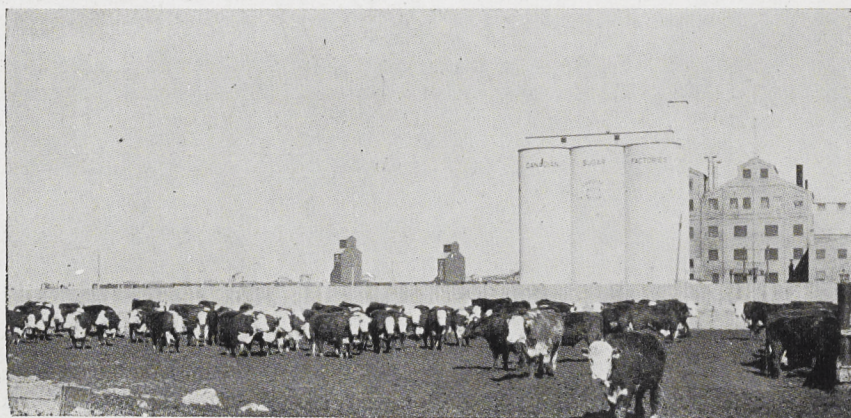
These are some of the many advantages.

RECORDS OF CO-OPS IN SOUTHERN ALBERTA

Southern Alberta has an enviable record in establishing successful co-operative enterprises.

To mention but a few of highly successful and beneficial co-operatives and farmer controlled and managed organizations that have played a vital roll in the agricultural development of this district:

Southern Alta. Co-op Assoc. Ltd.	W. C. McKenzie, Manager.
Pincher Creek Co-operative	Ed. Hazelton, Manager.
Red Label Feeders Association.	J. G. Snow, President.
Lethbridge Feeders Association.	W. C. Shields, President.
Taber Feeders Association.	W. S. Johnson, President.
Raymond, Magrath Feeders Association	A. O. Peterson, President.
Vauxhall-Albion Ridge Feeders Assn.	Ed. Anderson, President.
U. I. D. Stock Feeders Association	Sam Harker, President.
Chinook Feeders Association	W. F. Russell, President.
Cardston Feeders Association	K. L. Lee, President.
U. I. D. Cheese Factory	C. A. Asplund, President.
Granum Co-operative	Alex MacGregor, President.
Coaldale Cheese Factory	T. D. Thiessen, President.
Alberta Sugar Beet Growers	Phil Baker, President.
South. Alta. Co-op Veg. Growers Assn.	H. G. Houlton, President.
Vauxhall Shipping Association	Nelson Malm, President.
Co-operative Cannery Growers	F. P. Stevens, President.
Barnwell Consumers Co-op.	T. M. Allen, Secy.-Treas.
Barons Co-operative	O. E. Wobick, President.
Magrath Co-operative	G. W. Woolley, Manager.
Picture Butte Co-operative	Jack Hunt, President.
Raymond Irrigation District	Jesse Wilde, Preident.
Magrath Irrigation District	C. Jensen, President.
U. I. D. Irrigation District	C. A. Asplund, Official Trustee.
Taber Irrigation District	Ted Sundal, Secretary.
South. Alta. Sheep Breeders Assn.	W. S. Benson, Secy.-Treas.



The Packing Plant is another co-operative enterprise of vital concern to all of us. With your support it will be made successful.

THE FUTURE OF THE MEAT INDUSTRY

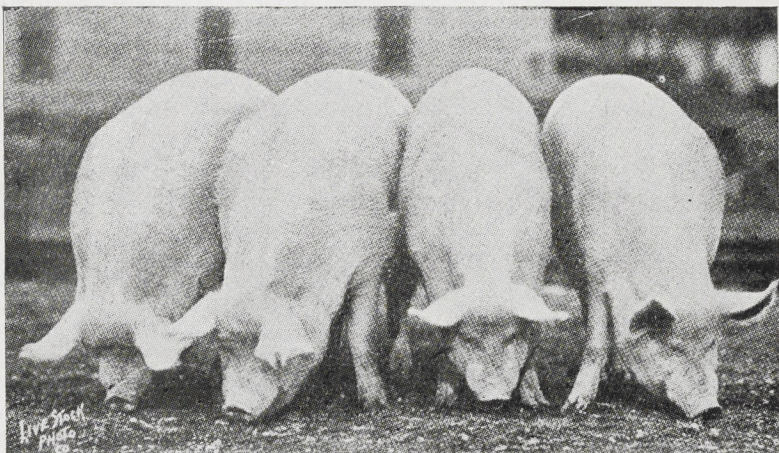
What of the possibilities for the future?

Based on Government statistics, if all Canadians were now receiving a properly balanced diet it would require in addition to other foods 104,000,000 pounds more meat annually than we now consume, which, represented in cattle and hogs, would be approximately 100,000 cattle and 350,000 hogs.

It is almost certain that Canada's population is destined to grow in the next few years. The "have-nots" will clamour for entrance to the land of opportunity. When they come (and let us hope we will give them sanctuary) the first thing they will require is food.

Quoting from the "*Farm Forum*":

"If all the world were fed in peacetime as it should be all the existing farmers in the world could hardly produce sufficient food to meet the demand."



L. B. Pearson, Ambassador to U. S. and Canadian Representative of UNRRA, has said: "The malnutrition which exists in all countries, even in Canada, is at once a challenge and an opportunity; a challenge to men's consciences and an opportunity to eradicate a social evil by methods which would at the same time increase economic prosperity."

Here is our challenge—let us take it up with purpose! Here is our opportunity—let us grasp it with courage!

We appeal directly to you. We need your individual support.

MEMBERSHIP AN INVESTMENT

If you produce livestock even on a small scale you should be a Shareholder. It is a good investment as the first charge against earnings will be a 5% dividend on Paid-up Shares. We expect that producers will subscribe in proportion to their financial position and their operations.

The organization is based upon the Rochdale principle of co-operatives, i.e., one member—one vote.

Subscriptions will be promptly receipted and Share Certificates will be issued in due course. Please assist by remitting your subscription promptly, either directly to our office or by giving it to our sales agents. We are allowing farm groups or other co-operative organizations a small commission on the sale of shares to reimburse them for their efforts.



SHARE SALES MANAGER

We have procured the services of Mr. Frank Graham as our Share Sales Organizer and Agent, and ask you to give him your full support.

COST OF PLANT

The projected plant will cost fully equipped approximately \$300,000. This will be a complete unit with plant and equipment, modern in every respect. Our capitalization objective is \$500,000. The balance above construction costs will be used as working capital.

INVEST YOUR BONDS FOR PEACE

Victory Bonds will be accepted at value. These will not be converted to cash but will be used as collateral for the operation of the business. Here is a way to have your *dollars doing double duty*. Your bonds are already working for Victory. Have them working for Peace by establishing an industry that will aid materially in post-war rehabilitation.

PLANT MANAGEMENT

We have been assured that competent management can be secured as soon as we have progressed far enough to require such services.

MARKETS

Government contracts assure us of a full market for our products for at least two years. While this ready market is being utilized to its fullest extent a home market will be opened up and developed until it will absorb a large portion if not all of the plant products.



SOURCE OF SUPPLY

The Dominion Government, Department of Agriculture, reports the following livestock shipped off the Lethbridge Division during eleven months of 1944—29,419 cattle, 2,112 calves, 94,168 sheep and for twelve months of 1944, 221,133 hogs.

The following is taken from the Royal Bank News Letter, Dec. 1944:

"Today, Canada is on the threshold of further advancement. It isn't what we did yesterday, but what we are ready to do tomorrow, that makes for greatness.

"Canada is no land of the midnight sun, half British and half American, populated chiefly by Indians, Eskimos, the Mounted Police, and trappers on snowshoes. It is a land of opportunity for individuals and organizations who have a forward look and are not afraid to work."

CANADA - - 100 YEARS FROM NOW

By Prof. Griffith Taylor

Reprinted from *Chatelaine Magazine*, February, 1945

I think it likely that in 100 years the population of Canada may be some 40 millions, since this is the rate at which other pioneering lands are developing. I think it likely that the area of densest population in the Dominion will have shifted to Alberta.

I think that Alberta may become the most important province in the Dominion, and that Calgary may surpass Ottawa and even rival London as a focus of the Empire.

I believe that Canada will become an important "way station" from the United States of America to Europe and Asia, when most of our rapid transportation will be by air.

Why do I select Alberta as "the land of promise" in the Dominion to come? Since the province with the biggest assets of coal is the province most likely to expand in the coming industrial age, it is obvious why I place Alberta first among the provinces of Canada in the next century. It is far ahead of any other part of the Dominion in coal resources which (in Alberta) are estimated at 600 million tons. This is the second largest deposit in the world, the largest being in the huge deposits of the Northern Rockies in the United States of America.

Climate, which has a great deal to do with the development of any country, is another contributing factor in Alberta's favor; for the climatic conditions conducive to agricultural expansion in northern Alberta are ahead of those in similar latitudes in any other province. Warm summer conditions there are favorable for growing certain agricultural products. Alberta is still rich in second- and third-class lands, though not the rich lands of the prairies that were the feature of 19th Century development in the West. The exploitation of these second-rate lands will further increase Alberta's population within the century. The potential crop-producing area in the Mackenzie region extends about 1,000 miles farther north than it does in Quebec, for instance. (For further information on this point see map in "Canada's Western Northland," 1937—page 74.) Expansion will depend largely on developing certain types of plants and installing costly drainage.

Thousands of producers and consumers are already unanimously supporting this new Southern Alberta industry which will process and market all types of meat products. Are you going to share in the benefits? This is a direct appeal for the support of every forward-looking citizen of the district. Southern Alberta needs industrial development, new jobs, far-sightedness, courage, planning, closer co-operation and greater unity of purpose. This new industry fosters all these and contributes to the common good.

According to Board of Trade figures livestock products brought 18½ million dollars last year in Southern Alberta. This is Big Business!

PRICE

\$50.00 per share and multiples thereof.

For enquiries contact—

LETHBRIDGE CO-OPERATIVE PACKERS LTD.

Box 396, Lethbridge

Phones: Days—2891 Nights—2496.

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§

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